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# *Household Purchases of*



- BUTTER
- CHEESE
- NONFAT  
DRY MILK  
SOLIDS
- MARGARINE

*by Regions and Retail Sales Outlets,*

*April – June 1955*

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
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## PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,  
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY  
REGIONS AND RETAIL OUTLETS, APRIL-JUNE 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for 13-week periods in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders reported during April-June 1955 that they bought more butter, margarine, natural cheese, and nonfat dry milk solids than in April-June 1954. They also indicated cottage cheese purchases for household use about the same as a year earlier but total purchases of processed cheese products smaller.

By regions, household purchases of butter per capita during April-June 1955 compared with a year earlier showed the greatest gain in the Mountain-Southwest area, while Southern householders reported the smallest gain. Significantly, the gain in the populous Northeast area--an important butter market--was below the gain for the Nation as a whole.

For margarine, householders in the Southern States reported the largest gain in per capita purchases during April-June 1955 compared with April-June 1954, while North Central householders reported the smallest increase from a year earlier.

The nationwide increase during April-June 1955 in butter and margarine purchases for household use over a year earlier was associated with more families buying, as indicated in monthly reports in this series. Consumers in this survey reported the average price for butter somewhat higher and the price for margarine slightly lower than in April-June 1954.

Regional patterns of consumption observed for butter and margarine in the April 1954-March 1955 period were generally repeated in the second quarter of 1955. Householders in the North Central and Northeast States bought more butter per capita than those in any other geographic area, while household purchases of margarine per capita were highest in the Pacific Coast States, followed closely by the Mountain-Southwest area.

Per capita purchases of the various types of natural cheese were in most cases higher in each region in April-June 1955 than a year earlier. The opposite was true for household purchases of processed cheese and processed cheese foods. Purchases of processed cheese spreads were higher

than a year earlier in all regions except the Pacific. Cottage cheese purchases for household use by regions were up slightly in the Pacific area during April-June 1955 compared with April-June 1954, about the same in the South and down in the other three major geographic areas.

Purchases of nonfat dry milk solids for household use were reported larger in all regions except the Mountain-Southwest during April-June 1955 compared with a year earlier. Most of this gain from a year earlier was associated with a sizable increase in the percentage of all families buying. Per capita purchases of nonfat dry milk solids were again reported higher in the Pacific Coast States than in other areas.

Purchases of butter and margarine by types of retail sales outlet during April-June 1955 gained more in regional and local chains than in the other two major outlets compared with April-June 1954. Householders reported buying about the same amount of butter from home delivery salesmen as a year earlier. Butter and cottage cheese remained the only two products covered in this report which are important in the home delivery outlet.

Nonfat dry milk solids prices during April-June 1955 were up about two cents a pound from a year earlier and this increase in price was reflected about equally in all major retail sales outlets. Cottage cheese prices in the second quarter of 1955 were reported lower in the national chain store but fractionally higher in the other three outlets than in the second quarter of 1954.

#### BUTTER

Householders reported buying an estimated total of 202 million pounds of butter during the 13-week period April-June 1955 compared with 185 million pounds in the same period a year earlier. Although total purchases of butter for householder use in April-June 1955 were about 9 percent above a year earlier, they were down over 3 percent from the preceding quarter.

Per capita household purchases of butter during April-June 1955 were reported higher than a year earlier in each region, ranging from 2 percent in the South to 17 percent in the Mountain-Southwest area. The 2 most important butter consuming areas of the Nation, the Northeast and North Central States, reported per capita gains of 3 and 9 percent respectively. Compared with the preceding quarter, per capita purchases in April-June 1955 were lower, ranging from about 1 percent on the Pacific Coast area to 7 percent in the South. (table 1)

The gain in household purchases of butter occurred even though consumers in this survey reported slightly higher prices in April-June 1955 than a year earlier. The average size of purchase for the United States-- about 1.1 pounds-- was the same as a year earlier and by regions was up slightly in the North Central and South, about the same in the Northeast, and down in the other 2 regions.



Butter purchases for the April-June 1955 quarter were divided by type of retail sales outlet: 20 percent in national chain stores, 29 percent in regional and local chains, 35 percent in independent grocery stores, 5 percent house-to-house, and 11 percent in other outlets. Compared with a year earlier, this represents a gain for the regional and local chains and other outlets, about the same for the national chains, and a drop in the remaining two outlets ( table 2).

#### MARGARINE

Margarine purchases by householders in the 13-week period April-June 1955 totaled an estimated 303 million pounds compared with 274 million pounds during April-June 1954, a gain of about 11 percent. However, compared with the preceding quarter, margarine purchases were down about 9 percent.

Data for April 1954-March 1955 indicated that household use of margarine was about 90 percent of total domestic disappearance of margarine in all channels--household and nonhousehold. Comparable data for butter show that household use of butter was over 60 percent of total domestic civilian disappearance of creamery butter in household and nonhousehold channels .

Per capita purchases of margarine by householders during April-June 1955 compared with April-June 1954 were reported higher in all regions, ranging from 2 percent in the North Central States to 17 percent in the South. Those areas which were relatively low in rates of butter consumption reported the largest gain from a year earlier in margarine purchases (table 3).

The gain in margarine purchases from a year earlier was associated with a reported lower average price paid by consumers for this product. In April-June 1955, consumers in this survey reported paying just under 25 cents per pound for margarine compared with 26.4 cents in April-June 1954. The average size of purchase--about 1.5 pounds--was reported higher than a year earlier in each region during April-June, with the largest increase in the Pacific Coast area.

Compared with a year earlier the gain in household purchases of margarine by type of retail sales outlet was largest through regional and local chain stores. As shown in preceding periods, average prices paid for margarine were lower and average size of purchase was higher in chain stores during April-June 1955 than through other outlets(table 4).

#### NONFAT DRY MILK SOLIDS

Householders reported buying 42.1 million pounds of nonfat dry milk solids during April-June 1955, a gain of 23 percent over the 34.2 million

pounds reported a year earlier. All regions except the Mountain-Southwest reported large gains from a year earlier in purchases of nonfat dry milk solids. For the Mountain-Southwest area, purchases were reported down about 12 percent.

Contributing most to this increase in nonfat dry milk solids purchases were the reported large gains in 4 of the 5 major geographic areas in the percentage of families buying. The larger national household market for nonfat dry milk solids took place even though prices in April-June 1955 were about 2 cents per pound above a year ago.

North Central States householders were again low per capita users of nonfat dry milk solids for household use compared with the rest of the Nation. The market for nonfat was best in the Pacific Coast and South with over 25 percent of all families in these regions reporting purchases during April-June 1955 (table 6).

In the period April-June 1955 the increase over April-June 1954 in household purchases of nonfat dry milk solids was relatively larger in the independent grocery and "other" outlets than in the chain stores. Consumers reported paying 4 to 7 cents per pound less for nonfat dry milk solids in national chain outlets than in the three other outlets during April-June 1955 (table 7).

#### CHEESE

Household purchases of natural and processed cheese during April-June 1955 were estimated at 157.0 million pounds (purchased weight basis), down about 6.2 million pounds from the level reported in April-June 1954. Natural cheese purchases were reported about 8.2 million pounds higher while processed cheese purchases were down about 14.5 million pounds. The total of natural and processed cheese purchases during April-June 1955 consisted of about 56 percent natural cheese and 44 percent processed cheese compared with 51 percent processed cheese and 49 percent natural during April-June 1954.

Cottage cheese purchases--not included in the preceding totals--were reported at 118.1 million pounds in April-June 1955, virtually the same as the 117.8 million pounds reported during April-June 1954. About 54 percent of all families reported purchases of cottage cheese in the second quarter of 1955, almost the same as the reported percentage a year earlier (table 8).

All regions except the Northeast reported a decline in total purchases of natural and processed cheese during April-June 1955 compared with a year earlier. In the Northeast the gain in natural cheese purchases was about matched by the decline in processed cheese purchases. The remaining regions all reported larger purchases of natural cheese than a year earlier but these were more than balanced by declines in purchases of processed cheese products.



During April-June 1955 household purchases per capita of natural American cheese--the type most commonly sold--were reported higher for all regions than in April-June 1954. Per capita purchases of natural Swiss, cream, and "other" varieties were with but a few exceptions higher or about the same in most regions during April-June 1955 as a year earlier.

Purchase rates per capita in all regions for processed cheese and processed cheese foods during April-June 1955 were lower than a year earlier. The drop was particularly marked for the cheese foods. Per capita purchases of processed cheese spreads for household use gained in relation to a year earlier in all regions except the Pacific.

Cottage cheese purchases per capita by householders during April-June 1955 were down from a year earlier in the Northeast, North Central, and Mountain-Southwest regions, about the same in the South, and slightly higher in the Pacific Coast States.

Per capita household purchases of natural American and cottage cheese were again reported high in the Pacific Coast States relative to the other areas of the country. The Northeastern States continued to be the best market for types of natural cheese other than American. The purchase pattern for the processed cheese types indicated that the South was generally low in purchases of these types (table 11).

Average prices reported paid for the various types of cheese during April-June 1955 tended to be somewhat lower than a year earlier. The only exceptions to this were fractionally higher prices for natural American cheese and natural "other" varieties.

Householders in this survey reported during April-June 1955 that average prices paid for the natural and processed cheese types were generally much lower in the chain stores than in the independent grocery stores. Prices paid for processed cheese spreads, however, were about the same in all retail sales outlets. Consumer prices for cottage cheese were reported about 1 cent per 12-ounce unit less in the chain stores than in the independent grocery stores or other outlets. Prices reported paid for cottage cheese have been relatively stable over the period covered to date by this survey (table 15).

Consumers made over 1/3 of all natural and processed cheese purchases in independent grocery stores. Most of the other natural and processed cheese purchases were made in chain stores although consumers bought small amounts in "all other" outlets. A fairly substantial amount of cottage cheese--11 percent--was reported bought from home delivery men during the quarter ending June 30, 1955 compared with 13 percent in April-June 1954.

The increased level of natural cheese purchases during the April-June 1955 period over a year earlier was reflected more in purchases through regional and local chain stores than through the other 3 outlets. For the processed

cheese types, sales of processed cheese and cheese foods declined relatively more in independent grocery stores than in other outlets. Processed cheese spreads sales increased through all outlets from a year earlier, and particularly through independent stores. Cottage cheese purchases were the same or lower in all outlets except national chain stores, which registered a 25 percent gain over April-June 1954.

### Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional reports cover areas defined as follows:

- (1) Northeast -- New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central -- Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South -- Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain -- Eight Mountain States and Texas and Oklahoma.
- (5) Pacific -- Washington, Oregon, and California.

The approximate United States population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets for quarterly reports are defined as follows:

- (1) National chains -- A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains -- those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries -- independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house -- purchases from milkman or other wagon salesmen.
- (5) Other -- purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.



Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita  
U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	202.1	185.4	75.8	71.4	84.7	75.6	13.1	12.6	8.8	7.5	19.7	18.3
July-Sept.		187.4		71.1		77.5		12.5		7.5		18.8
Oct.-Dec.		214.0		79.6		90.1		14.8		9.0		20.5
Jan.-Mar.		209.3		78.8		87.5		14.2		9.0		19.8
Total		796.1		300.9		330.7		54.1		33.0		77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.8	66.1	68.2	67.7	65.0	64.1	69.2	69.1	69.8	69.1	66.0	65.1
July-Sept.		66.1		67.7		64.1		69.2		69.2		64.7
Oct.-Dec.		68.4		70.1		66.5		70.9		71.3		66.9
Jan.-Mar.		67.8		69.1		65.9		69.8		72.0		67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.09	1.09	1.00	1.00	1.28	1.25	0.87	0.84	1.02	1.07	1.02	1.05
July-Sept.		1.09		1.00		1.25		.85		1.05		1.04
Oct.-Dec.		1.10		1.00		1.28		.87		1.04		1.02
Jan.-Mar.		1.09		1.00		1.27		.87		1.02		1.03
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,251	1,174	1,720	1,669	1,829	1,679	338	333	538	461	1,235	1,150
July-Sept.		1,170		1,635		1,715		332		445		1,189
Oct.-Dec.		1,335		1,819		1,961		389		538		1,299
Jan.-Mar.		1,305		1,810		1,918		365		549		1,243

Table 2.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased									
	National chains		Regional and local chains		Independent grocers		House-to-house		Other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	41.0	37.1	58.1	52.2	70.7	67.6	9.7	9.8	22.6	18.9
July-Sept.		36.5		53.9		66.8		10.5		19.7
Oct.-Dec.		41.2		61.1		76.5		12.5		22.7
Jan.-Mar.		41.9		59.9		74.4		12.4		20.7
Total		156.7		227.1		235.3		45.2		32.0
	Average price paid per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	65.6	65.0	66.2	65.4	68.1	67.3	71.1	70.7	64.3	63.7
July-Sept.		65.1		65.4		67.1		70.4		63.7
Oct.-Dec.		68.0		68.1		69.3		71.9		64.9
Jan.-Mar.		66.8		67.3		68.9		71.8		64.9
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.01	1.02	1.02	1.04	1.06	1.06	1.11	1.07	1.68	1.59
July-Sept.		1.01		1.03		1.05		1.09		1.62
Oct.-Dec.		.99		1.05		1.06		1.12		1.66
Jan.-Mar.		1.00		1.03		1.07		1.13		1.66

National Consumer Panel of Market Research Corporation of America.

Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	303.4	274.4	82.4	76.2	76.9	73.4	64.7	53.8	37.0	32.8	42.4	38.2
July-Sept.		268.4		75.3		71.3		53.9		31.3		36.6
Oct.-Dec.		331.1		91.4		88.3		67.6		40.3		43.5
Jan.-Mar.		332.4		89.7		87.0		69.3		42.3		44.1
Total		1,206.3		332.6		320.0		244.6		146.7		162.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	24.9	26.4	26.1	27.4	25.7	27.2	24.7	26.1	23.3	25.7	22.5	24.1
July-Sept.		26.9		28.1		27.9		26.5		25.8		24.0
Oct.-Dec.		25.8		26.8		26.7		25.6		24.7		23.3
Jan.-Mar.		25.7		27.2		26.5		25.4		24.2		22.8
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.54	1.45	1.53	1.43	1.55	1.43	1.36	1.31	1.47	1.42	1.84	1.68
July-Sept.		1.44		1.43		1.43		1.29		1.39		1.70
Oct.-Dec.		1.49		1.50		1.47		1.34		1.43		1.77
Jan.-Mar.		1.50		1.48		1.49		1.33		1.46		1.80
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,878	1,737	1,871	1,783	1,660	1,629	1,664	1,418	2,255	2,011	2,664	2,398
July-Sept.		1,687		1,732		1,576		1,425		1,864		2,318
Oct.-Dec.		2,066		2,089		1,923		1,775		2,409		2,755
Jan.-Mar.		2,072		2,061		1,907		1,776		2,590		2,770

Table 4.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	84.9	77.3	95.5	82.2	113.9	106.7	1/ 9.1	8.2
July-Sept.		74.8		81.5		104.4		7.7
Oct.-Dec.		92.8		103.9		125.9		8.5
Jan.-Mar.		91.7		104.1		126.6		10.0
Total		336.6		371.7		463.6		2/ 34.4
	Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	23.1	24.8	23.9	25.5	26.7	28.1	27.9	29.3
July-Sept.		25.1		26.0		28.6		28.8
Oct.-Dec.		23.8		24.9		27.9		28.7
Jan.-Mar.		23.9		24.7		27.6		28.8
	Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.66	1.54	1.56	1.45	1.45	1.39	1.48	1.41
July-Sept.		1.54		1.45		1.37		1.35
Oct.-Dec.		1.60		1.51		1.41		1.39
Jan.-Mar.		1.60		1.52		1.42		1.46

1/ Includes house-to-house purchases of 1.5 million pounds.

2/ Includes house-to-house purchases of 7.4 million pounds.

Table 5.--Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and size of average purchase, U. S., 13-week periods

Quarter	Quantity purchased				Average price paid			
	Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	42,120	34,160	260.7	216.3	39.7	37.7	35.5	36.0
July-Sept.		31,400		197.3		36.2		34.2
Oct.-Dec.		34,300		214.0		38.9		35.5
Jan.-Mar.		42,710		266.3		40.3		35.9
Total	142,570							
	Percentage of all families buying		Per buying family					
			Purchases		Average size of purchase			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55		
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>		
Apr.-June	21.9	17.8	3.17	3.16	20.0	21.4		
July-Sept.		15.9		3.03		22.3		
Oct.-Dec.		19.5		2.86		20.4		
Jan.-Mar.		24.1		3.12		18.8		



Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

Quarter	Total quantity purchased									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	10,630	8,300	8,260	6,100	12,590	10,190	4,600	5,230	6,040	4,330
July-Sept.		7,990		5,260		9,330		4,540		4,280
Oct.-Dec.		8,940		5,860		9,670		4,890		4,940
Jan.-Mar.		10,460		8,600		13,010		5,000		5,640
Total		35,690		25,820		42,200		19,660		19,190
Average price per pound for all purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	39.0	35.9	41.1	38.2	40.0	38.7	38.9	38.4	38.9	36.9
July-Sept.		35.0		35.7		37.0		37.2		36.3
Oct.-Dec.		37.7		40.0		39.3		39.3		38.4
Jan.-Mar.		30.4		42.6		40.4		40.1		40.5
Average price per actual 1-pound unit purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	34.2	34.4	35.9	35.5	36.2	36.6	35.8	37.3	35.9	37.4
July-Sept.		32.8		33.3		35.0		35.8		35.5
Oct.-Dec.		34.3		35.7		35.5		36.3		37.8
Jan.-Mar.		33.9		36.3		36.7		36.9		37.4
Percentage of all families buying										
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	22.8	17.0	16.3	13.3	27.5	22.9	19.8	20.0	26.5	20.3
July-Sept.		16.2		10.8		20.1		17.3		19.5
Oct.-Dec.		18.4		15.5		23.7		22.5		22.2
Jan.-Mar.		23.3		20.2		29.4		22.9		27.5

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Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

Quarter	Purchases per 1,000 population									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	241.3	194.2	178.5	135.5	323.9	268.7	280.4	320.0	378.9	272.2
July-Sept.		183.7		116.3		246.4		270.2		271.6
Oct.-Dec.		204.3		127.7		253.9		292.3		312.7
Jan.-Mar.		240.5		188.5		333.5		305.7		354.8
	Average size of purchase per buying family									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	18.9	21.8	17.9	19.2	19.9	19.9	22.4	23.6	22.0	24.6
July-Sept.		22.4		20.9		22.1		25.6		24.0
Oct.-Dec.		21.0		16.7		19.8		22.7		21.8
Jan.-Mar.		18.6		16.1		19.1		20.8		19.7
	Purchases per buying family									
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.94	2.93	3.13	2.65	3.65	3.70	3.29	3.60	3.01	2.64
July-Sept.		2.85		2.52		3.61		3.33		2.56
Oct.-Dec.		2.73		2.55		3.31		2.99		2.99
Jan.-Mar.		2.90		2.97		3.65		3.30		3.07

Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>
Apr.-June	14,230	11,600	12,060	10,240	14,260	11,110	1,570	1,220
July-Sept.		11,280		8,730		10,170		1,220
Oct.-Dec.		11,940		10,700		10,500		1,160
Jan.-Mar.		14,800		11,830		14,560		1,520
Total		49,620		41,500		46,340		5,120
	Average size of purchase							
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
Apr.-June	22.9	24.3	19.7	20.4	18.0	19.5	22.7	25.4
July-Sept.		25.9		21.6		21.4		23.4
Oct.-Dec.		24.5		19.3		18.2		22.1
Jan.-Mar.		22.0		17.8		17.1		21.6
	Average price per pound for all purchases							
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	36.2	34.2	40.0	38.4	42.9	40.3	40.3	40.0
July-Sept.		33.2		36.4		38.9		39.4
Oct.-Dec.		35.5		39.4		42.3		37.8
Jan.-Mar.		36.5		40.4		44.0		41.7
	Average price per actual 1-pound unit purchases							
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	32.9	32.7	36.9	36.8	38.2	39.3	38.6	39.9
July-Sept.		31.9		34.9		36.6		39.9
Oct.-Dec.		32.9		36.7		38.1		39.0
Jan.-Mar.		33.4		36.4		39.0		40.1

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Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

Quarter	Total quantity purchased							
	Natural				Cream			
	American		Swiss		Other		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	53,630	48,160	11,740	10,490	11,470	10,430	11,100	10,670
July-Sept.		49,370		10,540		8,260		9,780
Oct.-Dec.		54,860		11,060		12,460		12,250
Jan.-Mar.		58,160		12,090		13,100		12,700
Total		210,550		44,180		44,250		45,400
Quarter	Average price paid per unit							
	Pound	Pound	Pound	Pound	3 oz.	3 oz.	Pound	Pound
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	63.1	62.9	72.9	76.3	14.1	14.2	76.5	76.0
July-Sept.		62.6		74.6		14.3		75.5
Oct.-Dec.		62.8		74.2		13.7		78.2
Jan.-Mar.		63.1		72.3		14.0		76.9
Quarter	Purchases per 1,000 capita							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	332.0	304.9	72.7	66.4	71.0	66.0	68.7	67.5
July-Sept.		310.2		66.2		51.9		61.5
Oct.-Dec.		342.3		69.0		77.7		76.5
Jan.-Mar.		362.6		75.4		81.7		79.2
Quarter	Percentage of all families buying							
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	43.3	42.6	15.0	14.5	23.3	23.9	17.5	17.7
July-Sept.		42.1		13.4		20.6		15.9
Oct.-Dec.		45.0		14.1		26.2		18.8
Jan.-Mar.		46.2		14.8		27.0		18.9
Quarter	Purchases per buying family							
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	3.07	3.04	2.53	2.32	2.71	2.51	2.20	2.01
July-Sept.		3.12		2.42		2.31		2.14
Oct.-Dec.		3.03		2.51		2.57		2.32
Jan.-Mar.		3.16		2.52		2.69		2.39
Quarter	Average size of purchase per buying family							
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.5	13.3	10.2	9.9	6.0	5.6	9.3	9.6
July-Sept.		13.2		10.3		5.5		9.0
Oct.-Dec.		13.4		10.4		6.1		9.3
Jan.-Mar.		13.4		10.7		5.9		9.3

- Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

Quarter	Total quantity purchased							
	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	31,050	34,430	16,760	30,240	21,240	18,790	113,110	117,820
July-Sept.		33,180		25,960		18,310		107,260
Oct.-Dec.		31,560		22,040		20,710		102,580
Jan.-Mar.		33,690		22,420		25,990		126,660
Total		132,860		100,660		83,800		454,320
Average price paid per unit								
	Pound Cents	Pound Cents	Pound Cents	Pound Cents	Pound Cents	Pound Cents	12 oz. Cents	12 oz. Cents
Apr.-June	60.4	61.0	44.6	46.1	50.6	54.3	21.1	21.2
July-Sept.		60.9		46.0		52.4		21.1
Oct.-Dec.		61.6		45.2		53.8		21.3
Jan.-Mar.		61.2		44.4		50.6		21.2
Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	192.2	218.0	103.7	191.4	131.5	119.0	731.1	745.9
July-Sept.		208.5		163.2		115.1		674.1
Oct.-Dec.		196.9		137.5		129.3		640.0
Jan.-Mar.		210.1		139.8		162.0		789.7
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	35.1	40.7	14.9	25.2	25.9	30.2	53.9	54.5
July-Sept.		39.0		22.6		25.5		52.6
Oct.-Dec.		36.9		18.8		28.6		49.9
Jan.-Mar.		36.3		19.0		30.7		56.4
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.72	2.78	1.62	1.93	1.81	1.80	4.46	4.71
July-Sept.		2.81		1.81		1.93		4.44
Oct.-Dec.		2.65		1.70		1.99		4.31
Jan.-Mar.		2.90		1.68		1.93		4.68
Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	10.8	10.9	23.5	22.7	15.4	12.2	16.3	15.8
July-Sept.		10.8		22.3		13.2		15.8
Oct.-Dec.		10.8		23.2		13.3		15.8
Jan.-Mar.		10.7		23.8		14.8		15.9



Table 9.--Cheese: Quantity purchased by households, by types,  
by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	12,990	11,160	13,580	12,470	12,340	10,900	5,400	4,950	9,320	8,610
July-Sept.		11,780		13,070		10,600		5,120		8,740
Oct.-Dec.		13,690		13,800		12,740		5,630		9,000
Jan.-Mar.		14,030		14,690		13,560		5,990		9,890
Total		50,660		54,030		47,940		21,690		36,240
Natural Swiss										
Apr.-June	6,210	5,200	2,760	2,410	1,610	1,570	330	400	830	890
July-Sept.		5,190		2,290		1,680		410		970
Oct.-Dec.		5,860		2,520		1,470		360		850
Jan.-Mar.		6,160		2,600		1,790		370		970
Total		22,410		10,020		6,510		1,540		3,680
Natural Cream										
Apr.-June	6,280	5,930	2,650	2,530	1,310	1,190	350	350	880	630
July-Sept.		4,790		1,550		1,020		340		560
Oct.-Dec.		6,710		2,470		1,920		460		900
Jan.-Mar.		7,110		2,850		1,750		450		940
Total		24,540		9,200		5,860		1,600		3,030
Natural - Other varieties										
Apr.-June	6,060	5,580	3,190	3,120	880	1,020	250	340	720	620
July-Sept.		5,150		2,730		1,170		200		530
Oct.-Dec.		6,500		3,610		1,140		310		690
Jan.-Mar.		7,030		3,540		1,070		290		770
Total		24,260		13,000		4,400		1,140		2,610

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Table 9.--Cheese: Quantity purchased by households, by types,  
by regions, 13-week periods--Continued

Quarter	Processed cheese (excluding cheese foods and cheese spreads)									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	12,410	13,250	7,350	8,920	5,380	6,010	3,030	3,440	2,880	2,810
July-Sept.		13,140		8,010		5,640		3,320		3,070
Oct.-Dec.		12,820		7,770		5,130		3,150		2,690
Jan.-Mar.		13,710		8,460		5,280		3,320		2,920
Total		52,920		33,160		22,060		13,230		11,490
Processed cheese foods										
Apr.-June	5,170	8,560	5,340	10,590	2,040	3,940	1,120	3,290	3,090	3,860
July-Sept.		8,240		8,590		3,360		2,250		3,520
Oct.-Dec.		6,870		6,990		2,490		2,030		3,660
Jan.-Mar.		6,890		6,820		2,510		2,110		4,090
Total		30,560		32,990		12,300		9,680		15,130
Processed cheese spreads										
Apr.-June	5,090	4,520	8,810	7,570	2,640	2,240	2,740	1,900	1,960	2,570
July-Sept.		4,170		7,520		1,960		2,480		2,180
Oct.-Dec.		5,410		8,930		2,180		2,410		1,780
Jan.-Mar.		6,900		11,150		2,970		2,810		2,160
Total		21,000		35,170		9,350		9,600		8,690
Cottage cheese										
Apr.-June	29,820	30,250	44,200	44,730	10,020	9,810	10,550	10,740	23,520	22,290
July-Sept.		27,090		38,730		9,700		10,340		21,400
Oct.-Dec.		26,350		39,040		8,090		8,950		20,150
Jan.-Mar.		31,850		48,730		10,220		11,790		24,070
Total		115,540		171,230		37,820		41,820		87,910

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Table 10.--Cheese: Average size of purchase by households,  
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	11.7	11.7	13.3	13.3	14.3	13.5	14.5	14.3	13.9	14.0
July-Sept.		12.0		13.3		13.4		13.3		14.1
Oct.-Dec.		12.1		13.1		13.8		13.9		14.2
Jan.-Mar.		11.6		13.4		13.8		14.1		14.0
Natural Swiss										
Apr.-June	9.2	8.8	11.3	10.7	13.2	13.6	10.6	10.2	9.3	9.5
July-Sept.		9.2		11.5		13.6		9.7		9.5
Oct.-Dec.		9.1		12.2		13.2		11.4		10.0
Jan.-Mar.		9.4		12.3		14.5		10.2		10.0
Natural Cream										
Apr.-June	5.7	5.4	6.3	6.0	6.9	5.9	6.0	5.5	5.6	5.3
July-Sept.		5.5		5.6		6.2		6.1		4.9
Oct.-Dec.		5.7		6.4		7.6		5.8		5.7
Jan.-Mar.		5.7		5.9		7.8		5.9		5.4
Natural - other varieties										
Apr.-June	9.5	9.2	10.3	10.7	10.7	10.4	8.4	13.4	6.7	6.8
July-Sept.		8.2		10.6		12.6		8.2		6.2
Oct.-Dec.		8.9		10.3		11.6		8.3		7.1
Jan.-Mar.		9.0		10.4		11.2		8.2		6.9
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	10.0	9.8	10.7	11.1	11.3	11.2	12.3	12.2	11.4	11.5
July-Sept.		10.0		10.7		11.2		11.8		11.6
Oct.-Dec.		9.9		11.0		11.2		12.1		10.8
Jan.-Mar.		9.9		10.9		11.3		11.5		11.0
Processed cheese foods										
Apr.-June	21.7	20.1	22.5	22.6	23.5	22.5	22.5	23.6	26.9	26.0
July-Sept.		21.2		22.0		21.3		21.5		25.5
Oct.-Dec.		20.8		22.3		24.7		22.8		26.7
Jan.-Mar.		21.9		22.8		23.5		23.9		27.0
Processed cheese spreads										
Apr.-June	12.6	9.8	17.8	14.7	14.5	11.0	18.7	13.9	12.2	11.0
July-Sept.		10.2		16.1		11.4		15.7		11.3
Oct.-Dec.		11.0		16.3		12.5		15.6		9.0
Jan.-Mar.		13.0		17.4		14.6		18.1		9.9
Cottage cheese										
Apr.-June	14.7	14.6	17.2	16.6	15.3	15.2	16.6	15.8	16.6	15.9
July-Sept.		14.7		16.5		15.7		15.6		15.8
Oct.-Dec.		14.4		16.6		15.4		15.7		16.1
Jan.-Mar.		14.7		16.7		15.0		16.1		16.1

Table 11.--Cheese: Household purchases per 1,000 capita,  
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	294.7	260.9	293.5	276.7	317.5	289.5	329.1	303.6	585.4	540.7
July-Sept.		270.9		289.1		281.7		304.3		553.9
Oct.-Dec.		312.7		300.7		334.8		336.3		570.6
Jan.-Mar.		322.6		322.0		347.5		366.3		621.8
Natural Swiss										
Apr.-June	141.1	121.7	59.6	53.6	41.4	41.5	20.2	24.8	52.1	56.0
July-Sept.		119.3		50.6		44.5		24.5		61.2
Oct.-Dec.		133.9		54.9		38.5		21.3		53.7
Jan.-Mar.		141.5		61.3		46.0		22.7		61.1
Natural Cream										
Apr.-June	142.5	138.8	57.1	51.7	33.8	31.3	21.3	21.4	55.3	39.8
July-Sept.		110.2		34.4		27.1		20.1		35.2
Oct.-Dec.		153.4		53.8		50.3		27.4		57.1
Jan.-Mar.		163.5		62.4		44.9		27.6		59.2
Natural - other varieties										
Apr.-June	137.6	130.6	69.0	69.1	22.6	26.8	15.4	20.6	45.0	38.7
July-Sept.		118.3		60.4		31.0		11.7		33.7
Oct.-Dec.		148.6		78.5		30.0		18.3		44.0
Jan.-Mar.		161.6		77.7		27.3		17.7		48.4
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	281.6	309.8	158.9	197.9	138.5	158.5	184.7	211.3	180.8	176.6
July-Sept.		302.0		177.2		148.9		197.9		194.9
Oct.-Dec.		293.0		169.2		134.6		188.0		170.5
Jan.-Mar.		315.1		185.5		135.3		203.2		183.8
Processed cheese foods										
Apr.-June	117.4	200.2	115.3	235.0	52.4	103.7	68.3	202.0	194.1	242.7
July-Sept.		189.5		190.1		88.9		133.8		223.0
Oct.-Dec.		156.9		152.2		65.5		121.4		231.8
Jan.-Mar.		158.4		149.4		64.3		129.1		257.3
Processed cheese spreads										
Apr.-June	115.4	105.6	190.4	167.9	67.8	59.1	167.0	116.3	123.3	161.7
July-Sept.		95.9		166.4		51.8		147.3		138.1
Oct.-Dec.		123.7		194.4		57.4		144.0		112.9
Jan.-Mar.		150.5		244.4		76.2		171.7		136.0
Cottage cheese										
Apr.-June	676.8	707.6	954.9	992.8	257.9	258.5	642.6	659.2	1,477.0	1,400.1
July-Sept.		622.8		856.8		256.4		615.5		1,356.8
Oct.-Dec.		601.9		850.3		212.6		534.2		1,277.7
Jan.-Mar.		732.0		1,068.0		262.0		721.3		1,514.0

Table 12.--Cheese: Average price paid per unit by households,  
by types, by regions, 13-week periods

Quarter	Natural American - per pound									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.9	65.0	61.7	61.4	59.9	61.0	63.1	62.7	64.4	64.8
July-Sept.		64.5		60.8		60.8		63.7		64.1
Oct.-Dec.		65.7		62.2		59.4		63.0		63.9
Jan.-Mar.		66.6		62.3		60.2		63.1		63.5
	Natural Swiss - per pound									
Apr.-June	76.1	79.3	69.9	75.4	62.4	67.1	72.6	75.1	79.4	78.3
July-Sept.		77.4		74.1		65.0		73.0		78.5
Oct.-Dec.		77.7		70.9		64.7		73.7		75.9
Jan.-Mar.		75.0		69.6		63.5		76.0		77.8
	Natural Cream - per 3 ounce									
Apr.-June	14.3	14.4	14.6	13.7	12.2	14.2	13.9	14.1	14.5	14.6
July-Sept.		14.5		14.3		13.4		13.0		14.8
Oct.-Dec.		14.3		14.1		10.9		13.9		14.1
Jan.-Mar.		14.2		14.8		11.1		14.6		14.5
	Natural - Other varieties - per pound									
Apr.-June	73.6	75.9	77.1	74.1	71.9	69.4	86.0	81.3	101.2	93.8
July-Sept.		78.0		71.8		60.5		85.7		100.3
Oct.-Dec.		80.0		73.8		68.5		89.6		94.9
Jan.-Mar.		76.6		74.3		68.6		85.5		99.8
	Processed (excluding cheese foods and spreads) - per pound									
Apr.-June	60.1	61.7	60.7	60.4	60.0	59.6	59.5	61.0	62.0	62.2
July-Sept.		60.4		61.9		59.6		62.0		61.8
Oct.-Dec.		61.8		61.8		60.1		61.0		63.0
Jan.-Mar.		61.7		61.0		60.3		59.9		63.0
	Processed cheese foods - per pound									
Apr.-June	45.3	47.6	44.6	44.9	45.1	46.7	46.2	47.6	42.3	44.1
July-Sept.		46.5		45.9		46.6		48.6		42.9
Oct.-Dec.		46.0		45.4		45.8		46.9		41.9
Jan.-Mar.		45.5		44.2		45.9		44.6		41.8
	Processed cheese spreads - per pound									
Apr.-June	55.1	59.1	47.3	49.5	51.5	59.7	46.5	49.7	57.9	58.7
July-Sept.		58.9		47.8		56.1		49.3		56.5
Oct.-Dec.		58.8		49.6		54.7		51.8		61.3
Jan.-Mar.		54.3		47.0		52.2		46.6		60.1
	Cottage cheese - per 12 ounce									
Apr.-June	22.0	22.1	20.0	20.1	21.9	21.7	21.5	21.6	21.6	21.6
July-Sept.		21.0		20.1		21.4		21.6		21.5
Oct.-Dec.		22.1		20.3		21.7		22.1		21.7
Jan.-Mar.		22.3		20.1		21.9		21.9		21.5



Table 13.--Cheese: Quantity purchased by households, by types,  
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	13,790	12,570	16,420	14,090	21,260	19,320	2,160	2,180
July-Sept.		12,550		14,310		19,660		2,840
Oct.-Dec.		13,760		17,040		21,680		2,380
Jan.-Mar.		15,400		17,300		23,110		2,350
Total		54,280		62,740		83,770		9,750
	Natural Swiss							
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
Apr.-June	3,180	2,800	4,370	3,540	3,640	3,710	550	1/740
July-Sept.		2,590		3,360		3,850		740
Oct.-Dec.		3,230		3,480		3,670		680
Jan.-Mar.		3,280		4,170		3,970		670
Total		11,900		14,550		15,200		2,090
	Natural Cream							
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
Apr.-June	3,360	3,260	4,320	3,830	3,360	3,110	430	230
July-Sept.		2,550		3,090		2,320		1/800
Oct.-Dec.		3,330		4,740		3,590		800
Jan.-Mar.		3,730		4,720		3,890		760
Total		12,870		16,380		12,910		1,790
	Natural - Other varieties							
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
Apr.-June	2,530	2,460	3,890	3,180	4,000	4,500	670	530
July-Sept.		2,190		3,480		3,650		1/800
Oct.-Dec.		2,890		3,960		4,930		800
Jan.-Mar.		3,220		4,260		4,420		
Total		10,760		14,880		17,500		1,330

- Continued

Table 13.--Cheese: Quantity purchased, by households, by types,  
by retail sales outlet, 13-week periods --Continued

Processed (excluding cheese foods and spreads)								
Quarter	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	pounds	pounds	pounds	pounds	pounds	pounds	pounds	pounds
Apr.-June	8,740	10,010	10,190	10,310	11,170	13,380	950	740
July-Sept.		9,390		9,770		13,340		680
Oct.-Dec.		8,820		10,110		11,960		670
Jan.-Mar.		9,550		10,660		12,830		650
Total		37,770		40,850		51,510		2,740
Processed cheese foods								
Apr.-June	6,850	10,910	5,130	9,290	4,530	9,620	1/	1/
July-Sept.		9,480		7,800		8,380		1/
Oct.-Dec.		8,240		6,940		6,520		1/
Jan.-Mar.		8,730		6,950		6,420		1/
Total		37,360		30,980		30,940		1/
Processed cheese spreads								
Apr.-June	4,700	4,350	7,380	6,600	8,900	7,450	1/	1/
July-Sept.		4,320		6,350		7,250		1/
Oct.-Dec.		4,440		7,350		8,500		430
Jan.-Mar.		5,440		9,700		10,370		480
Total		18,550		30,000		33,570		910
Cottage cheese								
Apr.-June	25,220	20,120	32,260	32,380	43,520	46,700	2/17,110	18,620
July-Sept.		18,870		31,010		40,780		16,610
Oct.-Dec.		18,600		29,130		37,430		17,420
Jan.-Mar.		26,040		34,100		45,030		21,490
Total		83,630		126,620		169,940	3/	74,140

1/ Too few purchases for analysis.

2/ Includes house-to-house purchases of 12.6 million pounds.

3/ Includes house-to-house purchases of 60.3 million pounds.

National Consumer Panel of Market Research Corporation of America.

Table 14.-Cheese: Average size of purchase by households, by types,  
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.6	13.0	12.2	12.1	14.0	13.7	20.2	24.4
July-Sept.		13.2		12.0		13.3		24.0
Oct.-Dec.		13.3		12.2		13.0		21.6
Jan.-Mar.		13.4		12.2		13.7		21.2
Natural Swiss								
Apr.-June	10.6	10.1	9.4	9.3	10.2	10.2	15.0	1/
July-Sept.		10.3		9.1		10.7		16.3
Oct.-Dec.		10.6		9.1		11.0		15.4
Jan.-Mar.		11.1		9.6		10.9		15.3
Natural cream								
Apr.-June	6.2	6.1	5.7	5.6	5.9	5.2	8.9	5.6
July-Sept.		6.1		5.4		5.1		1/
Oct.-Dec.		6.2		5.8		6.0		9.6
Jan.-Mar.		6.1		5.6		5.8		9.7
Natural - Other varieties								
Apr.-June	8.5	8.9	7.9	8.3	10.9	10.7	16.3	14.7
July-Sept.		8.8		8.4		9.4		1/
Oct.-Dec.		8.8		7.8		10.6		1/
Jan.-Mar.		8.7		8.0		10.3		20.0
Processed (excluding cheese foods and spreads)								
Apr.-June	10.5	10.7	10.3	10.0	11.1	11.3	18.4	20.4
July-Sept.		10.7		10.2		11.1		17.4
Oct.-Dec.		10.1		10.4		11.3		17.2
Jan.-Mar.		10.6		10.3		10.9		19.1
Processed cheese foods								
Apr.-June	25.4	24.7	23.1	22.3	21.9	21.4	1/	1/
July-Sept.		23.9		21.9		21.2		1/
Oct.-Dec.		23.9		23.2		22.4		1/
Jan.-Mar.		25.5		23.2		22.6		1/
Processed cheese spreads								
Apr.-June	14.7	11.4	14.7	12.8	16.4	12.1	1/	1/
July-Sept.		12.6		13.3		13.5		1/
Oct.-Dec.		12.7		12.8		14.0		14.1
Jan.-Mar.		13.7		15.0		15.2		16.5
Cottage cheese								
Apr.-June	16.8	15.5	15.7	15.5	16.4	15.9	16.9	16.4
July-Sept.		15.9		15.6		15.8		16.1
Oct.-Dec.		15.8		15.7		15.8		16.1
Jan.-Mar.		16.6		15.7		15.7		16.2

1/ Too few purchases reported for analysis.

Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods

Quarter	Natural American - per pound							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	57.8	58.2	63.7	62.9	66.5	66.5	60.2	57.3
July-Sept.		58.5		61.9		66.0		60.7
Oct.-Dec.		58.5		61.9		66.5		59.8
Jan.-Mar.		58.1		62.9		66.8		61.2
Natural Swiss - per pound								
Apr.-June	65.3	69.4	74.0	76.3	78.5	81.1	69.8	1/
July-Sept.		67.1		75.8		78.5		75.3
Oct.-Dec.		66.3		77.1		78.8		71.9
Jan.-Mar.		62.9		74.5		77.4		75.1
Natural Cream - per 3 ounce								
Apr.-June	14.0	14.2	14.1	13.8	14.8	14.8	10.2	13.2
July-Sept.		14.3		13.9		15.2		1/
Oct.-Dec.		14.1		13.7		14.4		9.4
Jan.-Mar.		14.3		14.1		14.4		9.4
Natural - Other varieties - per pound								
Apr.-June	73.3	70.8	73.9	76.0	81.0	79.5	77.7	68.8
July-Sept.		73.3		74.8		78.0		1/
Oct.-Dec.		72.9		78.4		82.5		1/
Jan.-Mar.		72.3		75.5		80.9		80.8
Processed (excluding cheese foods and spreads) - per pound								
Apr.-June	57.1	57.1	60.4	60.9	63.6	64.5	52.3	51.2
July-Sept.		57.2		60.4		64.2		54.2
Oct.-Dec.		58.8		61.3		64.2		55.4
Jan.-Mar.		58.0		61.4		63.9		54.1
Processed cheese foods - per pound								
Apr.-June	42.0	42.4	44.6	45.9	47.8	50.4	1/	1/
July-Sept.		43.0		45.4		50.0		1/
Oct.-Dec.		42.7		44.6		48.9		1/
Jan.-Mar.		41.9		44.1		48.0		1/
Processed cheese spreads - per pound								
Apr.-June	50.3	56.6	50.3	52.2	50.9	55.2	1/	1/
July-Sept.		53.3		50.8		53.6		1/
Oct.-Dec.		52.7		53.3		54.4		64.1
Jan.-Mar.		52.0		49.3		51.2		46.9
Cottage cheese - per 12 ounce								
Apr.-June	20.4	21.0	21.0	20.9	21.6	21.4	21.6	21.4
July-Sept.		21.0		20.4		21.4		21.4
Oct.-Dec.		21.1		21.0		21.7		21.2
Jan.-Mar.		20.7		21.0		21.7		21.4

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.





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